

**Bennett Hirschhorn**  
(865) 773-7337  
bennett.hirschhorn@mac.com

## PERSONAL STATEMENT

Problems are opportunities. I listen to customers needs, understand their problems, build their vision, recommend solutions, and deliver. Customers see me as a valuable problem solving resource, not a salesman. My goal is to build on my sales and middleware experience, explore uncharted territory, tackle new challenges, and throw down the gauntlet.

## ACCOMPLISHMENTS

- Creator and host of biweekly Oracle enablement call "SOAsis" for the middleware sales rep and SC community.
- Member of Tennessee Bar Association (2008).
- IBM Board Certified Mobile Computing Specialist; IBM Field Advisory Board member.
- Won IBM General Manager's award for Mobile Computing (2005).
- Exceeded IBM sales quota 12 quarters consecutively.
- Over 6 years selling IBM software and solutions to corporations, SMB companies, and state/local.

## RELEVANT EXPERIENCE AND SKILLS

- Solution selling professional (10 years).
- Versatile communication style for IT, business, and marketing customers (12 years).
- Vision builder; critical thinker; creative problem solver (19 years).
- Social network community evangelist and designer (4 years).
- Strong communication and proposal skills. Elegant and effective documents and presentations using Microsoft Office, iWork, iWork on iPad, Open Office, and Adobe PDF. (14 years).
- Present and perform demonstrations and instruction comfortably in front of audiences large and small, field questions and whiteboard on the spot (10 years).
- Well-versed in Windows, LINUX, Mac, iOS, Android, and Blackberry.
- Experience with SOA, Oracle FMW, Fusion, AIA, EM, ODI, OER, On Demand, JAVA, Web Services, Web 2.0, VMWare, Lotus, WebSphere Portal Server, Business Integrator (WBI), RAD, Eclipse, DB2, JDeveloper, WebLogic, Smart Phones, RFID, Apple iPhone, iPad, RIM Blackberry, and others.

## EMPLOYMENT HISTORY

**2007 - Present**

**Oracle Corporation**  
**Director of SOA and Integration**

**Knoxville, TN**

Director in the Enterprise Solutions Group (ESG) with focus on SOA, Governance, partner relationships, and public sector. Business development and enablement focused. Prepare and execute strategies to increase revenue: enable sales force, key customer and partner visits, speaking engagements, design high impact demonstrations and presentations. Subject matter expert and evangelist for Oracle software and services. Create and deliver solution sales based training roadmaps for internal, partner, and customer audiences.

**2000 - 2007**

**IBM Corporation**  
**Mobility Architect**

**San Francisco, CA**  
**Houston, TX**

Pre-sales specialist for IBM WebSphere, Tivoli, DB2, Rational, and Lotus software. Architected and recommended complex solutions to customers that included hardware, software, and services. Performed solution selling, demonstrations, installations, and proofs of concept. Designed tools for sales team. Experience with RFID, mobility, and pervasive devices. Customer problem/solution focus. Opened trouble tickets (IBM PMRs) when software defects were discovered. Delivered feedback from customers in the field to management and lab contacts to address customer needs. Speaker and panel member at technology tradeshows in the US and Mexico.

**1998 - 2000**

**Idea Technologies Corporation** **Santa Monica, CA**  
**Co-Founder**

A Pioneer of wireless internet. Designed and wrote applications for Motorola PageWriter2000, early wireless 2-way data. Performed contract work for Motorola. Received bridge funding from VC. Designed and built wireless legal research tool for Thomson Publishing. Exhibited at technology and legal tradeshows. Panel member for discussion of wireless technology. Lectured as guest faculty on wireless technology in continuing legal education for attorneys.

## EDUCATION AND TRAINING

- 2008-2011 **Licensed Attorney** - Various continuing legal education to maintain professional license.
- 2007-2011 **Oracle Corporation** - Value Selling, SOA, BEA, Data Integration, Teach the Trainer, xMonth.
- 2001-2006 **IBM Corporation** - Solution Selling Method (Michael T. Bosworth), RFID, WebSphere, Mobile and Wireless, T3's (Teach the Teacher), beta courses, and labs.
- 1999-2000 **Motorola Corporation** - Reflex paging, network programming, and hardware training courses.
- 1998 **Oklahoma City University, School of Law**  
Juris Doctor
- 1992 **University of Wisconsin, Madison**  
Bachelor of Arts, English

**REFERENCES** Available upon request.